



Anniversaries Update

July 10, 2018



Communications Strategy

- Unify the celebrations
- Make most effective use of limited resources
- Frame achievements as building blocks for the future
 - Acknowledge and honor the past, pivot to current space policy
 - Emphasize future of exploration and NASA value proposition
- Collaborate, leverage and integrate
 - Encourage friends and partners to develop independent activities
 - Share the brand (logo, messages, content)
 - Support with resources when feasible; amplify through media channels when not

Anniversary “Season”

- NASA 60th – through November 2018
 - Enacting legislation July 29, open for business Oct. 1
 - Observances spanning calendar from mid-September through November
 - Birthday weekend at field centers Sept. 29-Oct. 1
 - Agency level employee engagement by FIRST leadership cohort November TBA
- Apollo 50th – October 2018 through December 2022
 - Bookends:
 - Oct. 11, 2018, Apollo 7 launch anniversary
 - Dec. 19, 2022, Apollo 17 splashdown anniversary
 - Agency-level emphasis:
 - Apollo 7
 - Apollo 8
 - Apollo 11

NASA 60th Key Dates



July 29, 2018: Anniversary of enabling legislation

- 64 days to anniversary of NASA open for business
- Brand association continues
- Increased communication about Moon-Mars policy direction

Sept. 29-Oct. 1, 2018: NASA 60th Birthday Celebration

- Activities for the public at several NASA centers

Sept. 20, 2018: Industry-sponsored event by invitation, DC

Apollo 50th Key Dates

- Oct. 11, 2018: Apollo 7 launch anniversary
 - U.S. Mint Apollo commemorative coin unveiling, NASM, DC
- Dec. 11, 2018: Apollo 8 anniversary
 - NASM Apollo 8 tribute at National Cathedral, DC
- Jan. 24, 2019: Commemorative coin release
 - First day of sale ceremony for U.S. Mint Apollo commemorative coin, KSC
- Spring 2019
 - Refurbished Armstrong spacesuit unveiling, NASM
 - NASM Destination Moon Exhibit at Museum of Flight, Seattle
- 2019 Apollo 11 “week”:
 - Independent commemorations across America ~July 14-24
 - July 16: Apollo Celebration Gala, Visitor Center, KSC
 - July 19: NASA TV live broadcast celebrating Apollo 11
 - July 20: Restored Apollo MOCR grand opening, JSC
 - July 20: PBS broadcast of Kennedy Center Apollo celebration
 - July 24: JSC splashdown concert





- Events Celebrating NASA's 60th Anniversary -

Below is a list of events commemorating NASA's 60th anniversary, which arrives Oct. 1, 2018. Please note that some of these events require attendees to purchase tickets. Check the relevant website for more information.




NPS Collaboration

Plans for Seaman Jr. crew interaction and STEM outreach in work

NPS [Newfie News](#) blog featuring Seaman Jr.'s mission and NASA "training tour" debuted July 9

Centers, thanks for your creative and timely submissions!

 National Park Service


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At NASA, many trails lead to the launch pad (Seaman Jr.)

Lewis & Clark National Historic Trail



Like every astronaut who's gone before me, I visited [NASA's Kennedy Space Center](#) in Florida to practice climbing aboard before the actual launch. Here I am in front of the big Vehicle Assembly Building where they put together the [Saturn V](#) rockets that carried human astronauts to the Moon 50 years ago – and after that, all the [space shuttles](#) that ever flew! It's the same place where NASA's big new rocket for deep space exploration, the [Space Launch System](#), will be assembled for its [first flight around the Moon](#) in the not-so-distant future. For my mission to the [International Space Station](#), I launched on a different rocket, the commercial [SpaceX Falcon 9](#), from nearby Cape Canaveral Air Force Station.

Photo Credit: Wendy R. Neuenberg/NASA

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Messaging – #NASA 60th

Key Messages

- NASA's discoveries in aeronautics, space exploration, science and technology are transforming our understanding of ourselves, our planet, our solar system and the universe.
- NASA's leadership in space exploration, science, aeronautics and technology research and development represents the best of our country and the height of American ingenuity.
- An investment in NASA's space exploration, science, technology and aeronautics programs returns a better quality of life to all Americans.
- Tagline: Sixty Years of...
 - ...Discovery, Leadership and Opportunity
 - ...Discovery about ourselves, our planet, our solar system and the universe
 - ...Leadership in the peaceful, international exploration of space
 - ...Advancing humanity's future in space, broadening our technological capabilities, and making new discoveries about our universe
 - ...Research, engineering and exploration

DISCOVERY, LEADERSHIP, OPPORTUNITY

60th Anniversary Hashtag

#NASA60th

**For social media applications only –
shouldn't be applied to printed products**

DISCOVERY, LEADERSHIP, OPPORTUNITY

Group Email

hq-anniversaries@mail.nasa.gov

- Will get your message to the anniversaries team
- Will help us keep better track of requests
- We'll be using it to send out updates
- **Use it! Please!**



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NASA Overview

NASA 60th

Apollo 50th

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Journey to Mars

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[Apollo 50th](#)

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NASA 60TH LOGO



NASA...60 and counting...

In 2018, NASA will mark the 60th anniversary of its establishment as a U.S. government agency. President Dwight D. Eisenhower signed NASA's founding legislation, the 1958 National Aeronautics and Space Act, on July 29, 1958. NASA considers its birthday to be Oct. 1, the day the agency opened for business. NASA has released an official logo for use in observing this milestone anniversary. [About the logo.](#)

NASA 60th Logo [StyleGuide](#) and [Messages](#)

Banners ([.zip](#))

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APOLLO 50TH LOGO



From October 2018 through December 2022, NASA will mark the 50th anniversary of the Apollo Program that landed a dozen Americans on the moon between July 1969 and December 1972.

[About the logo.](#)

Apollo 50th Logo [StyleGuide](#)

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